



**Transfer Single Articulation Pathways
A.S. in Business Administration → B.S. in Marketing**

Year 3					
Fall Semester			Spring Semester		
Course Number	Course Title	Credit Hours	Course Number	Course Title	Credit Hours
ENG 201	Rhetoric and Composition II	3	FIN 305	Business Finance	3
MKTG 305	Principles of Marketing	3	MKTG 332	Consumer Behavior	3
MNGT 305	Principles of Management	3	MKTG 448	Marketing Management	3
	Core Elective	3	MKTG 3/4XX	Marketing Elective (300/400 level)	3
	Core Elective	3		Natural Science with Lab Core	4
Semester Credit Total		15	Semester Credit Total		16
USI Cumulative Credit Total		15	Cumulative Credit Total		31

Year 4					
Fall Semester			Spring Semester		
Course Number	Course Title	Credit Hours	Course Number	Course Title	Credit Hours
MKTG 471	International Marketing	3	MKTG 3/4XX	Marketing Elective (300/400 level)	3
MKTG 438	Marketing Research	3	MKTG 3/4XX	Marketing Elective (300/400 level)	3
MKTG 3/4XX	Marketing Elective (300/400 level)	3	MNGT 452	Policy Formulation and Implementation	3
	Core Elective	3	BCOM 401	Business Career Planning and Development	1
	Elective at 300/400 level	3	KIN 192	Concepts in Wellness and Fitness	1
				Elective	3
Semester Credit Total		15	Semester Credit Total		14
USI Cumulative Credit Total		46	Cumulative Credit Total		60

Notes: Student must meet USI graduation requirements: 120 credit hours; 39 credit at 300/400 level; 30 credit hours taken at USI; overall GPA of 2.0.